

2023 LIVE Intensive & Exhibition

Present your product to hundreds
of legal practitioners during the
peak CPD period

Sponsorship opportunities



The Law Institute of Victoria (LIV) is offering multiple engagement opportunities for the 2023 LIVE Intensive & Exhibition, giving you the chance to promote your business to 18,000 LIV members and legal professionals.

The 2023 LIVE Intensive & Exhibition (formerly CPD Intensive) is supported by a co-branded multi-channel marketing campaign which includes: print advertising via the esteemed *Law Institute Journal*, digital advertising and branding opportunities on the LIV website, email promotion via LawNews and What'sOn and promotion via social media. This collateral will be viewed by thousands of lawyers, practice managers and support staff both in Victoria and beyond. Sponsors also have the opportunity to give a presentation during one of the Intensive 2023 streamed sessions and/or exhibit at the Intensive Tradeshow.

We invite you to join us today and promote your products to 18,000+ LIV members and legal professionals as a 2023 LIVE Intensive Intensive & Exhibition sponsor.

Intensive & Exhibition (at Sofitel)

Specifically designed by legal education experts, the 2023 Intensive and Exhibition will provide comprehensive learning and insights into future developments in the legal profession, as well as multiple engagement opportunities with sponsors.

LIV's flagship event will be held on Friday, 17th March 2023 at the Sofitel with in excess of 300 delegates in attendance.

The LIVE Intensive includes specialised sessions focused in the areas of property, succession and family law, in addition to keynote presentations of relevance to the entire legal profession, hosted at the prestigious Sofitel Melbourne. This is a day-long event designed to educate, engage and empower lawyers. The format has been redesigned to create an immersive learning experience which enables delegates to choose which sessions they would like to participate in (from up to 3 options).

Positioned outside of the conference rooms is a large networking space which will host a tradeshow featuring premium businesses offering solutions in the legal space. Exhibitor engagement is embedded into the program schedule and delegates will have multiple opportunities to explore the tradeshow.



CPD Intensive & Exhibition Sponsorship Opportunities and Benefits

PRE-EVENT		
SPONSORSHIP BENEFITS	CPD INTENSIVE STREAM SPONSOR & EXHIBITOR	EXHIBITOR
Logo recognition in print and digital promotional materials in the lead up to the event where possible.	●	
Positioning as Major Sponsor of one of the CPD Conference Streams, with the wording 'Major Sponsor <your organisation's name>' used on marketing materials where possible.	●	
Logo recognition with hyperlink on the dedicated exhibitor tradeshow landing page on the LIV website.	●	●
AT THE EVENT		
SPONSORSHIP BENEFITS	CPD INTENSIVE STREAM SPONSOR & EXHIBITOR	EXHIBITOR
Your logo featured on the sponsor/exhibitor page of the session papers distributed to delegates ahead of the conference.	●	●
Your full-page advertisement included within any conference session papers distributed to delegates attending your sponsored conference.	●	
Signage – 1 pull up banner can be displayed on stage within the designated conference room.	●	
Complimentary registration for the sponsored session for two of your organisation's employee representatives.	●	
Complimentary registration for morning and afternoon tea and lunch for two of your organisation's employee representatives.	●	●
Exhibition booth space: 3m wide x 2m deep, two chairs, 1.8m covered table, power and WiFi. Location subject to availability.	●	●
Your dedicated company ad on the conference overhead slide loop shown prior to conference commencement and during any breaks.	●	
Your logo on exhibitor sponsor slide on the conference overhead slide loop shown prior to conference commencement and during any breaks.	●	●

Permission to distribute your company merchandise (one piece unless further approval has been sought by the Business Development Manager) in the designated conference room during set-up time (to be done by sponsor).	●	
Verbal recognition from the Chair/MC as a Major Sponsor	●	
Five – minute speaking opportunity (timing to be mutually agreed).	●	
Permission to conduct a business card draw at your stand. Your organisation must take responsibility for the management, drawing and notification of prize winners.	●	●
Complimentary attendance at post event networking drinks from 5pm for delegates and sponsors.	●	●
Opportunity to provide one question for inclusion in the LIV post event survey – survey responses to be shared with the sponsor.	●	

POST-EVENT		
SPONSORSHIP BENEFITS	CPD INTENSIVE STREAM SPONSOR & EXHIBITOR	EXHIBITOR
Access to all professional photos taken at the event for use in your own marketing promotions.	●	
Dedicated sponsor ad in daily LIV LawNews email (circulation: approximately 12,000 x five days). Your company ad will run for one week. Ad to be run within six months from the date of signing, timing subject to availability.	●	
Sponsorship conference report including comprehensive marketing statistics. Please note, the LIV does not provide a list of delegate names or contact information.	●	●
Inclusion within the conference video which will be provided to all delegates following each conference and which will be available for purchase on the LIV website for further visibility.	●	
LinkedIn joint sponsor shout out and recognition of support. Followers: 28,000+	●	
TOTAL VALUE	\$7,500 +GST	\$5,000 +GST

Sponsorship Application Form

Please indicate your selection by ticking the Stream/Program of your choice.

By signing below you accept the terms and conditions contained in this Sponsorship Application and Schedule. Signed under s126 of the *Corporations Act 2001* (Cth).

Intensive & Exhibition

Stream Sponsor & Exhibitor \$7,500 (excl GST)

Property Law (3 available)

Family Law (3 available)

Succession Law (3 available)

Full Day Exhibitor \$5,000 (excl GST)

Registered company name: _____

Address: _____

Postcode: _____

ACN/ABN: _____

Authorised by (Name): _____

Signature: _____

Witnessed by (Name): _____

Signature: _____

Date: / /

Email: _____

Mobile: _____

Your Sponsor contact person at event: _____

Contact mobile: _____

To get started with your sponsorship please send us by return email your:

Entire completed Sponsorship Application

Logo and advertising material (if required) in PDF, EPS or Hi-Res Jpeg

Your certificate of Insurance

Link to your landing page if required

ATTENTION:

Chelsey Wilson

Business Development Manager

140 William Street, Melbourne

T 613 9607 9439 E cwilson@liv.asn.au

Disclaimer: LIV Sponsorship Programs are strictly subject to availability, approval by the LIV and the Terms and Conditions.

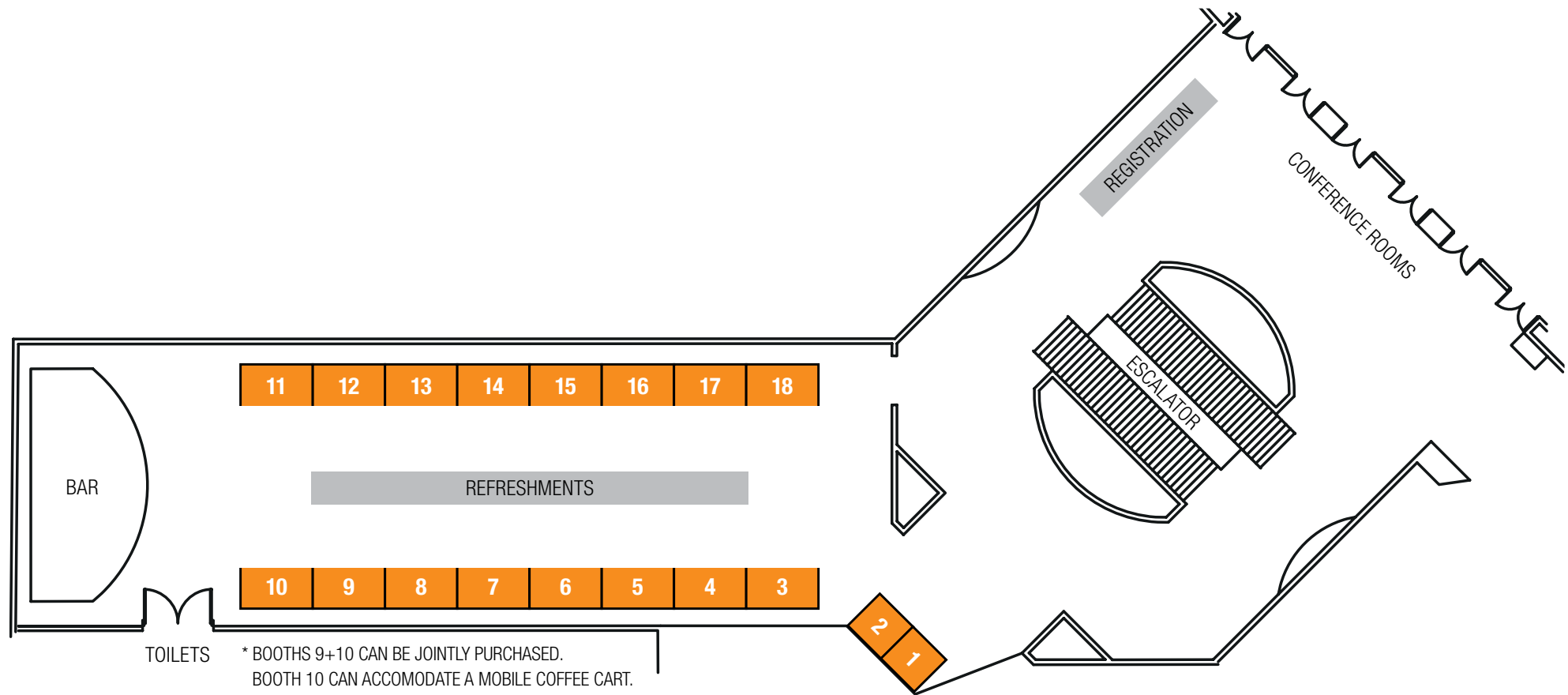
LIV OFFICE USE ONLY:

Confirmed by (Name): _____

Signature: _____

Date: / /

Floor Plan



 EXHIBITOR ALLOCATIONS

POSITIONAL ONLY. NOT TO SCALE. NUMBER OF BOOTHS SUBJECT TO CHANGE.

Terms & Conditions

1. Grant of sponsorship

In consideration of the payment of the Fees, the LIV grants the Sponsor the non-exclusive right to sponsor the Program selected in the attached Sponsorship Application Form.

2. Sponsorship Fee, Payment and Approval

- (a) Any Sponsorship Application Form will be subject to capacity and written approval by the LIV.
- (b) Following LIV approval of a signed Sponsorship Application Form, the LIV will issue the Sponsor with a tax invoice for the Fees which must be paid within seven days of the date of the invoice.
- (c) The Sponsor acknowledges that if payment is not received by the LIV within the specified time in clause 2(b), the LIV reserves the right to consider other applicants for the selected Program.
- (d) The Sponsor acknowledges and agrees that if the selected Program is cancelled or rescheduled for any reason, the Sponsor shall not be relieved of any of its obligations under this Agreement and the LIV will endeavour to provide an alternative activity to the value or approximate value of that activity.
- (e) Approval of Sponsorship Applications may be withheld by the LIV at its absolute discretion.

3. Sponsor obligations

- (a) The Sponsor must exercise the rights and pursue the opportunities granted under this Agreement in a manner consistent with the good name, goodwill, reputation and image of the LIV and the selected Program and in compliance with all applicable laws, regulations and industry standards.
- (b) Only the Sponsor may exercise the rights granted under this Agreement. For the avoidance of doubt, the rights under this Agreement may not be exercised by a Related Body Corporate (as defined under the *Corporations Act 2001* (Cth)), agent or contractor of the Sponsor.

4. LIV sponsorship obligations

The LIV will:

- (a) use its best endeavours to promote the Sponsor's role according to the benefits outlined in the selected Program;
- (b) give the Sponsor reasonable notice of any promotional activity planned by the LIV in relation to the selected Program; and

- (c) ensure agreed publications (including but not limited to invitations, banners, signage, promotional products and merchandise) duly acknowledge the Sponsor according to the benefits of the selected Program.

5. Marketing

- (a) The Sponsor grants LIV the right to use its name and logo for marketing and promotional purposes in connection with the benefits set out in the selected Program, provided that prior approval of such has been provided by the Sponsor (which must not be unreasonably withheld).
- (b) The Sponsor agrees that access to LIV membership data will only be granted by LIV at its sole discretion upon receipt by LIV of the Sponsor's written acceptance to and under conditions specified by LIV. All mailings to LIV members on the Sponsor's behalf will be undertaken through the LIV mailing system.
- (c) The Sponsor agrees that sponsorship of any LIV activity does not carry with it the right for the Sponsor to claim endorsement by LIV of its products or services.
- (d) The Sponsor agrees that it will not undertake any marketing concerning the Sponsor's sponsorship of the selected Program including the use of the LIV name or logo without obtaining the prior approval of LIV.
- (e) All mailing undertaken on the Sponsor's' behalf will comply with LIV mailing policy as advised from time to time.

6. RELATIONSHIP

Nothing contained or implied in this Agreement constitutes a party the partner, agent or legal representative of the other party for any purpose, or creates any partnership, employment, agency or trust. Neither party has the authority to bind the other party in any way.

7. Intellectual Property

- (a) The LIV grants to the Sponsor a non-exclusive, non-transferable, royalty free licence to use the LIV's Intellectual Property strictly for the purposes of performance of the Program selected in the Sponsorship Application Form.
- (b) The Sponsor grants the LIV a non-exclusive, non-transferable, royalty free licence to use the Sponsor's Intellectual Property strictly for the purposes of performance of the Program selected in the Sponsorship Application Form.
- (c) Each party warrants that it owns, is licensed to use and/or is solely entitled to use the Intellectual Property in Australia provided to the other party.

- (d) Each party acknowledges that the other party's Intellectual Property is the property of the owning party, and it has no right, title or interest in or to the Intellectual Property of the other party except as expressly set out in these Terms and Conditions.

8. Confidentiality

- (a) Neither party may disclose any Confidential Information of the other party without obtaining the prior written consent of the other party.
- (b) A party may disclose any Confidential Information:
 - (i) to its employees, officers and agents on a need to know basis provided that they comply with the obligations of this clause 8;
 - (ii) if required to do so, to the extent that the disclosure is required by law; and
 - (iii) to any professional advisors provided that they comply with the obligations of this clause 8.

9. Warranty

- (a) The LIV warrants to the Sponsor that it has full power, capacity and authority to perform its obligations outlined in this Agreement.
- (b) The Sponsor warrants to the LIV that it has full power, capacity and authority to perform its obligations outlined in this Agreement.

10. INDEMNITIES

- (a) The Sponsor agrees to indemnify and keep indemnified the LIV against any liability, actions, claims, demands, damages, costs and expenses incurred or suffered by the LIV in connection with or arising in any way out of the sponsorship of the selected Program, including but not limited to:
 - (i) any breach by the Sponsor of these Terms and Conditions; and
 - (ii) any claim that the use of the Sponsor's Intellectual Property by the LIV infringes a third party's Intellectual Property rights or other rights.
- (b) The LIV agrees to indemnify and keep indemnified the Sponsor against any liability, actions, claims, demands, damages, costs and expenses incurred or suffered by the Sponsor in connection with or arising in any way out of the sponsorship of the selected Program, including but not limited to:
 - (i) any breach by the LIV of these Terms and Conditions; and
 - (ii) any claim that arises in any way out of the management or running of the selected Program and the use of the LIV's Intellectual Property by the Sponsor infringes a third party's Intellectual Property rights.

11. Exclusion of liability

Notwithstanding any other provision contained in these Terms and Conditions, neither party shall be liable to the other for indirect, incidental, special, consequential or punitive loss or damages howsoever arising (including in negligence).

12. Termination

- (a) Either party may terminate this Agreement without cause by giving the notice in writing no later than 60 days prior to the selected Program.
- (b) Without prejudice to any other rights it may have, either party may terminate this Agreement by notice in writing to the other party in the following circumstances:
 - (i) the other party is in breach of any of these Terms and Conditions and fails to remedy the breach within 10 days after the date on which written notice of the breach has been served on the other party;
 - (ii) if the other party commits an act of bankruptcy; or
 - (iii) if, for any reason, either party, in the reasonable opinion of the other party, comes into general disrepute or is the subject of criticism that may adversely reflect upon the other party, the party forming this opinion may terminate this Agreement providing 10 days written notice to the other party.
- (c) Neither party will be liable for any failure to carry out any provision of these Terms and Conditions if the failure was caused by circumstances beyond its control, including, but not limited to, acts of God, fire, accident, interruptions to energy supplied, strike, riot, civil commotion or war whether declared or not (**Force Majeure Event**). The parties must do all things reasonably necessary to mitigate the effect of the Force Majeure Event on the performance of its obligations.
- (d) If the Sponsor gives notice in writing to terminate less than 60 days' prior to the selected Program the Sponsor agrees and acknowledges that it will be liable for the Fees unless otherwise agreed with the LIV.

13. Notices

- (a) All notices to be given under this Agreement are to be in writing. Notices must be forwarded to the other party by prepaid post, facsimile or email to the addresses set out in the Sponsorship Application Form or otherwise as notified in writing to the other party from time to time.
- (b) All notices served under this Agreement will be considered to have been received 3 business days after posting, unless sent by facsimile in which case the notice shall be deemed to have been received on the date shown on the sender's transmission report.

14. Assignment

Neither party may assign its rights or obligations under this Agreement without the prior written consent of the other party.

15. Waiver

No waiver by either party of any provision contained in these Terms and Conditions will amount to a continuing waiver of any other provision of these Terms and Conditions unless made in writing and signed by the party.

16. Variation

The Sponsor agrees that these Terms and Conditions may be changed from time to time by mutual written agreement between the parties.

17. Severability

If any part of these Terms and Conditions is held to be invalid or unenforceable in any way, the remaining provisions will not be affected and remain in full force for the selected Program.

18. Governing law

This Agreement is governed by the laws of the Commonwealth of Australia & the laws of Victoria, the parties irrevocably submit to the non-exclusive jurisdiction of the courts of Victoria & the courts of appeal from them for determining any dispute concerning this Agreement.

19. Entire agreement

The parties agree that this Agreement constitutes the entire agreement between the parties, and that this Agreement supersedes all prior agreements representations, negotiations and correspondence entered into between the parties.

20. Definitions

In this Agreement and these Terms and Conditions the following meanings shall apply:

Agreement means the Program, the Sponsorship Application Form, and these Terms and Conditions;

Confidential Information means any information relating to the business of the LIV or the Sponsor which:

- (a) is designated by the respective owner as confidential; or
- (b) is of a confidential or sensitive nature and marked or denoted as confidential or which a reasonable person to whom that information is disclosed or to whose knowledge the information comes would consider to be confidential, which is disclosed by the owner to the other, directly or indirectly, or otherwise comes to the knowledge of that other party in relation to or in connection with the selected Program, whether that information is in oral, visual or written form or is recorded or embodied in any other medium;

Fees means the fees stated next to the selected program in the Sponsorship Application Form;

Intellectual Property means copyright, all rights conferred under statute, common law or equity in relation to inventions (including patents), registered and unregistered trademarks, registered and unregistered designs, look and feel, circuit layouts and all other rights resulting from intellectual activity in, but not limited to, the industrial, scientific, literary or artistic fields;

LIV Intellectual Property means the Intellectual Property of the LIV attached to the LIV name, brand and logo or as otherwise provided to the Sponsor under the selected Program;

Program means the Essential Skills Program, the Intensive Program, or the Multi-Practice Program held by the LIV and set out in this document;

Sponsor means the party listed in the Sponsorship Application Form;

Sponsorship Application Form means the application form set out in this document;

Sponsor's Intellectual Property means the Intellectual Property of the Sponsor attached to the Sponsor's name, brand and logo or as otherwise provided to the LIV under the selected Program.

Terms and Conditions means the terms and conditions set out in this document.

LIV COVIDSafe Plan

The Law Institute of Victoria has developed a COVIDSafe Plan to reduce the risk of COVID-19 in the workplace and at events. There are a number of measures in place to provide a COVIDSafe environment for attendees and staff that will abide by the health and safety regulations laid out by the government at the time of this event. See www.liv.asn.au/COVIDSafeEvents for the latest information.